

Message Text

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ACTION EA-09

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FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT: PRINTING AND GRAPHIC ARTS
EQUIPMENT EXHIBITION, FEBRUARY 14-18, 1977

1. U.S. FIRMS SEEKING REPRESENTATION: THIRTEEN

(A) SALES REPRESENTATIVES APPOINTED: ONE

(A) EXPECTED NEXT 12 MONTHS: EIGHTEEN

(2) LEADS OBTAINED: FORTY-FIVE

(B) LICENSEE AGREEMENTS SIGNED: NONE

(1) EXPECTED NEXT 12 MONTHS: TWO

(2) LEADS OBTAINED: TWO

(C) JOINT VENTURE AGREEMENTS SIGNED: NONE

(1) EXPECTED NEXT 12 MONTHS: TWO

(2) LEADS OBTAINED: TWO

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2. SALES: \$8,386,181

(A) ACTUAL DURING EVENT: \$428,681

(1) NTE/NTM: \$428,681

(2) OTM: NONE

2. (B) EXPECTED NEXT 12 MONTHS: \$7,957,500

(1) NTE/NTM: \$7,837,500

(2) OTM: \$120,000

(C) LEADS OBTAINED: 1,365

(1) NTE/NTM: 1,351

(2) OTM: 14

3. REGISTERED VISITORS: 2,431 (2,674 HAND-COUNT)

4. TOTAL PARTICIPANTS: THIRTY REPRESENTING THIRTY-FOUR

(A) NTE:NTM: THIRTY-ONE

(B) OTM: THREE

(C) FULLY ACHIEVED PRIMARY PARTICIPATION OBJECTIVE: TWENTY-NINE

(D) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: FOUR

(E) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE

(F) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FORM U.S.:
SEVENTEEN

5. NARRATIVE:

RESULTS OF TRADE CENTER'S THIRD PRINTING AND GRAPHIC ARTS

EQUIPMENT EXHIBITION INDICATE THAT U.S. SUPPLIERS CONTINUE TO MAINTAIN

TECHNOLOGICAL LEAD OVER COMPETITORS. MANY EXHIBITORS BELIEVE SHOW
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THEME DEFINITELY SHOULD BE REPEATED WITHIN NEXT TWO YEARS. EXHIBITORS

WELL SATISFIED WITH QUALITY AND NUMBER OF ATTENDEES AT SHOW ALTHOUGH
SEVERAL EXPRESSED VIEW THAT JAPANESE FIRMS APPEAR TO BE TAKING A
CAUTIOUS APPROACH TO MAJOR NEW COMMITMENTS AT THIS TIME. SHOW
GENERATED OVER 1,365 SALES LEADS WITH IMMEDIATE AND PROJECTED SALES
OVE NEXTTWELVE MONTHS OF \$8,386,181. THIRTEEN PARTICIPANTS
SEEKING REPRESENTATION EXPECT TO SIGN 18 AGREEMENTS WITH JAPANESE
FIRMS DURING COMING YEAR.

EXHIBITION OPENED ON MONDAY, FEBRUARY 14, WITH RECEPTION
ATTENDED BY OVER 200 INVITED GUESTS AND PRESS REPS. FOLLWOING
OPEININR REMARKS BY CHARGE D'AFFAIRES THOMAS SHOESMITH AND JAPANESE
GUEST OF HONOR, MR. KAICHI SAWAMURA, PRESIDENT OF JAPAN PRINTERS'
ASSOCIATION AND PRESIDENT OF TOPPAN PRINTING, CHARGE PRESENTED
SAWAMURA WITH COMMEMORATIVE FOLIO OF PRINTS DE ONSTRATING LINK
BETWEEN EAST ASIAN AND PRE-COLUMBIAN AMERICAN CULTURES. FOLIO WAS
GIFT FROM ARCHAIC GRAPHICS SOCIETY OF U.S. SINGLE PRINTS WERE ALSO
PRESENTED TO THE TOKYO REPRESENTATIVE OF STATE OF OHIO AND MR. SEKIKI

WATANABE, PRESIDENT, JAPAN NATIONAL PRESS CLUB. AS ADJUNCT OF EXHIBITION, GRAPHIC ARTS TECHNICAL FOUNDATION OF PITTSBURGH CONDUCTED THREE DAY SEMINAR FEBRUARY 15-17 AT EMBASSY AUDITORIUM. ATTENDANCE WAS 380 FOR THREE SESSIONS AND INCOME FROM FEES FULLY OFFSET EXPENSES. TOPICS COVERED INCLUDED RECENT TECHNOLOGICAL ADVANCES IN PRINT REPRODUCTION, THE WEB OFFSET DIVISION AND FUTURE SYSTEMS OF GRAPHIC COMMUNICATION. SEMINAR CONDUCTED SMOOTHLY ALTHOUGH

LACK OF SEMINAR TEXTS FOR INTERPRETERS FORCED LAST MINUTE SWITCH FROM SIMULTANEOUS TO CONSECUTIVE TRANSLATION.

CONSOLIDATED INTERNATIONAL CORP, A PARTICIPANT WITHOUT REPRESENTATION IN JAPAN, FAILED TO PROVIDE QUALIFIED REPRESENTATIVE AT BOOTH WHICH WAS MANNED BY INTERPRETER UNFAMILIAR WITH PRODUCT. TC UNABLE TO DISMANTLE EXHIBIT PRIOR TO SHOW OPENING DUE TO EXCESSIVE SIZE OF EQUIPMENT DISPLAYED.
SHOESMITH
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Message Attributes

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